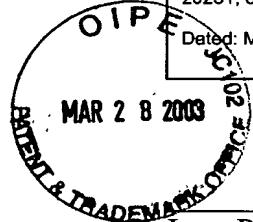


I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EU578409560US, in an envelope addressed to: Box RCE, Commissioner for Patents, Washington, DC 20231, on the date shown below.

Dated: March 28, 2003

Signature:   
(Neva M. Dare)

Docket No.: HO-P02014US015



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
Charles B. Forsythe, et al

Application No.: 09/650,299

Group Art Unit: 3621

Filed: August 29, 2000

Examiner: M. Huseman

For: **METHOD AND SYSTEM FOR SELECTING  
AND PURCHASING MEDIA ADVERTISING**

### **REPLY TO ADVISORY ACTION** **AND REQUEST FOR CONTINUED EXAMINATION**

**Box RCE**  
Commissioner for Patents  
Washington, DC 20231

**RECEIVED**  
APR 03 2003  
**GROUP 3600**

Dear Sir:

✓ In response to the Advisory Action mailed on March 7, 2003, Applicant herewith files a Request for Continued Examination in compliance with 37 CFR 1.114 and requests that the Examiner consider the following remarks.

### **REMARKS**

Claims 1-16 stand rejected. Favorable reconsideration and allowance of Claims 1-16 are respectfully requested in light of the following remarks:

The Examiner has rejected Claims 1-16 under 35 USC § 103(a) as being unpatentable over Miller (U.S. Patent 6,338,043) in view of BuyMedia. The Examiner's rejection of Claims 1-16 is respectfully traversed.

"The PTO bears the burden of establishing a case of *prima facie* obviousness." *In re Bell*, 26 U.S.P.Q.2d 1529, 1531 (Fed. Cir. 1993). "A *prima facie* case of obviousness is established when the teachings from prior art itself would appear to have suggested the claimed subject matter to a person of ordinary skill in the art." *In re Rijckaert*, 28 U.S.P.Q.2d 1955, 1956 (Fed. Cir. 1993). A PTO rejection for obviousness is improper when there is